1	I've was not sure that I was hearing
2	right, people using the word duopoly, diopoly
3	(sic) and it sounded a whole lot like monopoly.
4	And I think I heard them justifying encouraging
5	you all to monopolize the media even more than it
6	already is. I mean, have I died and gone to Hell
7	or what?
8	(Applause.)
9	MR. MAESTAS: You know have I got 22,
10	21?
11	You know what? Let it be noted that
12	five white guys either, either decided on behalf
13	of the people, of all the people of all colors,
14	or decided against us. When you make your
15	decision, history will note how that one came
16	down.
17	Thank you very much.
18	(Applause.)
19	MODERATOR SIGALOS: Andrea Cano.
20	MS. CANO: (Untranslated Spanish.)
21	My name is Andrea Cano, and I am
22	Director of the Oregon Farm Worker Ministry and

also one of the founding members of the Oregon Alliance to Reform Media.

The media alliance was created in the wake of a similar event like this held in 2004, on June 24th. Recall that was same day that the Third Circuit Court ruled in favor of the citizens' petition on the FCC's proceedings, and without that historic decision we all would not be here this evening.

In the last three years, our alliance has led some TV license challenges for failure to cover local elections, radio license challenges for localism noncompliance, and campaigns against legislation that would eliminate our much needed community media and access channels.

Tonight, though, I want to remind you of the findings of the 2006 Cooper Report that speaks to what cross-ownership mergers would mean to the state of Oregon. The people of Portland, and Medford would suffer Eugene, threats inordinate democratic discourse resulting in market public opinion and influence on a

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1	concentration that will drive out competition for
2	small and independent businesses.
3	Our small towns will be further
4	voiceless. Our racial, ethnic, and immigrant
5	communities will be further isolated.
6	So Commissioners, why would we want
7	out-of-state people to dictate what our local
8	communities need?
9	So we not only say no to loosening the
10	rules, but also three yeses. Yes to a
11	nonpartisan, open, and transparent FCC
12	governance.
13	(Applause.)
13	(Applause.)
13 14	(Applause.)  MS. CANO: Yes, to a responsive FCC
13 14 15	(Applause.)  MS. CANO: Yes, to a responsive FCC that values public comment is what millions of
13 14 15 16	(Applause.)  MS. CANO: Yes, to a responsive FCC that values public comment is what millions of Americans need and want in their media
13 14 15 16 17	(Applause.)  MS. CANO: Yes, to a responsive FCC that values public comment is what millions of Americans need and want in their media environment. And yes for citizens and consumers
13 14 15 16 17	(Applause.)  MS. CANO: Yes, to a responsive FCC that values public comment is what millions of Americans need and want in their media environment. And yes for citizens and consumers to participate in media policy development with
13 14 15 16 17 18 19	(Applause.)  MS. CANO: Yes, to a responsive FCC that values public comment is what millions of Americans need and want in their media environment. And yes for citizens and consumers to participate in media policy development with you and Congress because it strengthens

David Boze.

MR. BOZE: I'm all for a debate on consolidation of the media, but I think it has to be grounded in reality, and for that I offer my experience in broadcasting.

I work for KGTH, a Bonneville station with a lineup of conservative hosts. Yes, most of us share a relatively conservative world view, but there is a wide variety of opinion within that perspective. Disagreements on issues from religion to gas taxes, from Iraq to local ballot issues, they come up day to day, host to host, caller to caller.

And if you listen to 1090, Air America, you'd find that they have a variety of opinions within a different world view, a liberal world view. Same thing with KUOW, taxpayer subsidized liberal world view. So you get these perspectives from talk radio.

On the shows I've worked on views are sought out, disagreeing views, opposing views.

Opposing callers are always jumped to the head of

the line on every show I've worked with and that's liberal or conservative show.

The invited guests range from scientists to everyday citizens, politicians of both major parties and some third parties. It's true that not every politician takes advantage of that opportunity, including some that were lamenting the lack of media availability at the beginning of this forum.

Virtually every show has open lines so the diversity of expression is only limited by the number of phone lines or the people with the courage to actually make the call.

One more thing at each company that I've, that I've worked at they devoted hours of prime broadcast time to covering local issues, initiatives, candidates, controversies and local charity efforts. For example, Fisher raised more than \$125,000 for Seattle Children's Hospital. My current employer Bonneville provides financial incentives for us to aid local charities.

In short, by my experience these media

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1	corporations have not shut down debate. They've
2	expanded it. They've made it interactive, and
3	they haven't abused their communities. They've
4	served them.
5	MODERATOR SIGALOS: Thank you.
6	David Deshler.
7	MR. DESHLER: Hello. I'm David
8	Deshler.
9	AUDIENCE: Louder.
10	MODERATOR SIGALOS: Use the mic.
11	MR. DESHLER: I'm an Emeritus
12	Professor from Cornell University.
13	And based on the past actions of this
14	for the last seven years of the majority
15	members of the FCC I believe that my cynicism
16	regarding this hearing is justified.
17	(Applause.)
18	MR. DESHLER: I believe that the
19	decision regarding media consolidation has
20	already been bought and paid for by large
21	corporate media interests.
22	(Applause.)

1 MR. DESHLER: And that I am colluding 2 through this hearing in a public relations 3 exercise that makes a mockery of democracy. 4 As is already been pointed out, the FCC's only staff research regarding the negative 5 effects of consolidation on local diversity of 6 media was deep-sixed for a while, and I can't 7 bring myself to believe that holding hearings now 8 will produce contrary evidence, so the hearings 9 must be cosmetic. Tell me it isn't so. 10 11 (Applause.) 12 MR. DESHLER: Over the years I have studied American history, and I have over time 13 the conclusion that 14 came to come to investigative reporting is central to democracy. 15 16 (Applause.) So I ask you where is MR. DESHLER: 17 investigative reporting and 18 investigative media? 19 iournalism in the corporate now 20 Investigative journalism failed America in the 21 lead up to this war. 22 (Applause.)

1	MODERATOR SIGALOS: Thank you.
2	Sarah VanGelder.
3	MS. VanGELDER: Thank you very much.
4	I'm Sarah VanGelder. I'm the
5	executive editor of Yes magazine.
6	(Applause.)
7	MS. VanGELDER: Good independent
8	journalism and diverse perspectives are critical
9	for our democracy and to our future. And our
10	nation is facing some enormous challenges.
11	Fortunately, we are also a nation full of
12	creative, can-do people who are working to solve
13	those challenges. These are not the same
14	Washington insiders you see over and over again
15	on the corporate media.
16	They are often women. Many are people
17	of color. Many are young. These are people who
18	write in Yes magazine, and these are the people
19	whose stories we tell in Yes. But rarely will
20	you see these kind of diverse voices and
21	perspectives in the corporate media.
22	Let me give you some examples of

1 stories we're covering. We are covering stories 2 about people who are creating green jobs to 3 to address climate address poverty and We're talking about people who are disruption. 4 5 restoring local food systems that have been undermined by corporate agriculture. We're 6 7 talking about people building green local energy. We're talking about people defending 8 our civil liberties and the integrity of 9 vote. We're talking about the people who 10 11 showing how to stop the WTO and the corporate globalization both internationally and like we 12 did right here in Seattle. 13 don't these Americans know 14 Many creative can-do people exist. The corporate 15 16 owned media focuses on sensational stories that

Many Americans don't know these creative can-do people exist. The corporate owned media focuses on sensational stories that hit the adrenalin button. Polished deficient statements with no fact checking get repeated. Video press releases from deep pocketed special interests run as though they were news.

A democracy in which citizens hear about their local heroes is strengthened. A

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1	country in which our public airwaves are
2	monopolized by giant corporations for their own
3	profit and political interest will descend into
4	cynicism. These trends are weakening our
5	country. They're weakening America. If you
6	press forward with this media consolidation
7	MODERATOR SIGALOS: Thank you.
8	MS. VanGELDER: you are weakening
9	our democracy.
10	(Applause.)
11	MODERATOR SIGALOS: Fran Korten.
12	MS. KORTEN: My name is Fran Korten.
13	I'm the publisher of Yes magazine. I want to
14	thank you for coming to the Northwest, and I am
15	proud to be a member of this incredibly vibrant
16	community of people who care so passionately
17	about our democracy.
18	I operate in a sector that suffers
19	from consolidation, the independent publishing
20	industry which illustrates some of the problems
21	of media consolidation.
22	As you go through airports you may

1 notice that in the bookstores the magazines all 2 look the same. You won't find Yes Magazine 3 there. You won't find many of your favorite 4 independent publications because we are locked 5 out by the big consolidated publishing houses. 6 Recently the Postal Regulatory 7 The rate change Commission changed the rates. was written by the lawyers of Time Warner. 8 And 9 they very much benefit the big publishers, and 10 they hugely punish the small publishers like my 11 own publication. 12 So again and again the we see 13 devastating effects that media consolidation have 14 on small players. Big players get bigger. They get more power. They can change the rules. 15 And 16 it's government's job to counterbalance the tendency for the big to get bigger. 17 18 (Applause.) 19 And that is your job to MS. KORTEN: 20 protect the public interest against the natural 21 market forces of consolidation, and I hope that 22 you will play that public service role.

1	Thank you.
2	(Applause.)
3	MODERATOR SIGALOS: Thank you.
4	Carl Kucharski. Carl Kucharski.
5	AUDIENCE: Not here.
6	MODERATOR SIGALOS: Not here.
7	John Klockner.
8	MR. KLOCKNER: Hello. I'm John
9	Klockner. I'm the executive director of Puget
10	Sound Access, a PEG station which serves 25,000
11	people in the southern serve of Seattle. We've
12	heard today that some responsible media
13	organizations do some good things for their
14	communities that might otherwise not be possible
15	had they not had the privilege of having multiple
16	outlets in a single community.
17	AUDIENCE: Louder. Microphone.
18	MR. KLOCKNER: I'm sorry.
19	Quite frankly, I admire some of these
20	activities. I admire their corporate
21	responsibility and citizenship. I think that
22	these companies are in many cases doing a fine

1	job.
2	But in truth that's only some people,
3	some entities that are doing that fine work for
4	the community. These are only some people that
5	are making those decisions. Some people that are
6	choosing which activities and organizations to
7	support.
8	What about the rest of us? Where is
9	the voice of those people that are not part of
10	that possibility? In the spectrum where do we
11	fit in?
12	I urge the FCC to allow a diversity of
13	people to have a local voice in using community
14	media to help and expand our local activity.
15	MODERATOR SIGALOS: Thank you.
16	(Applause.)
17	MODERATOR SIGALOS: Timothy Karr.
18	MR. KARR: Hi, I'm Timothy Karr. I'm
19	the campaign director for Free Press, the
20	national media reform group.
21	(Applause.)
22	MR. KARR: I'm also a native of

1	Seattle, and I'm very pleased that you chose the
2	city as the last of your six visits on this tour.
3	I've been to or I've watched, listened to, or
4	attended all of these hearings. The sentiments
5	heard in Seattle echo those voiced in Los
6	Angeles, Nashville, Tampa, Harrisburg, and
7	Chicago.
8	The public has made one thing clear in
9	all of this. We firmly believe media
10	consolidation is a bad thing. This is not just
11	evident in the passion that you see in all of us
12	here tonight, it's a fact reflected in the public
13	record.
14	My group, Free Press, has done some
15	counting. Of the people who filed comments at
16	the FCC on the issue in 2003, more than 99
17	percent were against any further media
18	consolidation. In case you missed that point let
19	me say it again. 99 percent of the commenting
20	public was against any rules that would
21	(Applause.)
22	MR. KARR: allow a single company

1	to gobble up more radio and televisions stations.
2	But don't just listen to me. Check your own
3	information.
4	The Commission has claimed that cross-
5	owned stations do more local news, but Free Press
6	looked at the FCC's data and found that markets
7	with cross-owned stations produce fewer total
8	minutes of local news.
9	Given your own evidence here, what
LO	possible reason would you have to dismantle
L1	ownership limits?
12	And an industry representative sitting
L3	on a panel tonight wrote in the Seattle Times
L4	this week that broadcasters need you to strip
L5	away these rules in order to survive in the
16	internet age. That simply isn't true.
17	FCC data indicates that outside of the
18	very largest markets, there is no financial
19	benefit from the creation of cross-owned and
20	duopoly combinations.
21	So here you have it. The public
22	passion agrees with your own data. Despite what

1	high paid industry lobbyists have told you, media
2	consolidation is bad for all of us.
3	The public has spoken. It's now up to
4	you to listen to us and stop writing blank checks
5	to big media.
6	(Applause.)
7	MODERATOR SIGALOS: Thank you.
8	Before I announce the next speaker, I
9	wanted to note that it's 7:15. Some of you may
10	have noticed we're a bit behind schedule. To
11	make up some of that time, we're going to forego
12	a break this evening and we're going to continue
13	on with the public comment period.
14	I want to announce the next group of
15	people before I announce the next speaker.
16	Starting with No. 21 Erajhna Anderson, Steve
17	Anderson, Jim Tune, Bill Wippel, Robert Zuh-vair-
18	inna, Robin Cameen, Steve Ramsey, Jerome Edge,
19	Stephen Silha, and Holly Pinkham.
20	Would Fred Schaich?
21	MR. SCHAICH: My name is Fred Schaich.
22	I'm a board member and TV producer at Portland

Community Media in Portland, Oregon.

As a founder of the International Foundation for Alternative Research in AIDS, I'm lead producer. I have produced more than 350 one-hour health focused programs in the last seven years about everything from influenza to childhood obesity, to Alzheimer's disease to HIV and AIDS.

The programs and program content is developed by local doctors and local nurses, naturopaths, and people living with and preventing disease in our community.

We give full measure of information in our programming in many cases about diseases that only affect a few people. Nevertheless, it's important that all people get complete information that improves their health that commercial media cannot produce and still be profitable.

As big media gets bigger so will the advertising costs until only the people who run ads will be huge corporations snuffing out small

1 businessmen with big box stores and big bank 2 budgets. 3 Since I believe this country is still 4 of, by and for the people, we should seek ways to 5 encourage broader participation in whatever 6 current communication mediums are being used by 7 we the people. 8 This country began a soapbox -- as a 9 soapbox in a town square and town hall meetings. 10 Today we depend upon town hall meetings produced on TV and radio. We now stand on the soapboxes 11 12 of our rich public, education, and government 13 cable access programming, pod casting, 14 casting, and internet video. And our youth 15 benefits from community education in the 16 classroom about and through TV. 17 support the development of media 18 ownership rules, not abolishment. I support net 19 neutrality, not the net for only the wealthy. 20 This is all about rebuilding a sense of fairness 21 for all Americans, citizens and --

MODERATOR SIGALOS: Thank you.

1	MR. SCHAICH: consumers alike.
2	Thank you.
3	(Applause.)
4	MODERATOR SIGALOS: Thank you.
5	Amanda Anderson.
6	MS. ANDERSON: Thank you for the
7	opportunity to speak. My name is Amanda Anderson
8	and I'm 12 years old.
9	I will start with an opening question.
LO	Why does the news mean so much to democracy?
11	AUDIENCE: Louder.
L2	MS. ANDERSON: Good quality news is
13	important to a democracy because citizens can't
14	make informed decisions without reliable
15	information and being able to check with other
16	resources, not just one monopoly. Just because
17	one resource shouts out louder than the others
18	doesn't make it true, but corporate media
19	obviously missed the lesson most of us learned in
20	sixth grade to double check your sources.
21	(Applause.)
	II

1	story from a free-minded journalist. Now all
2	there is is corporate puppets, or if not, they're
3	unemployed. I believe a more diverse media
4	ownership would be healthier for our democracy.
5	My father, Steve Anderson, volunteers
6	at the Seattle Indymedia video collective called
7	Pepper Spray Productions. Pepper Spray has been
8	filming since 11 a.m. My father volunteers
9	because he believes it is his civic duty.
10	From what I have experienced with
11	Indymedia and community media is they cover real
12	stories important to real people and communities.
13	What I have experienced with corporate media is
14	that they appeal to the lowest common
15	denominator.
16	I may only be 12 but the decisions and
17	the law you make will be my future.
18	Thank you.
19	(Applause.)
20	MODERATOR SIGALOS: Thank you.
21	Erajhna Anderson.
22	MS. ANDERSON: I'm Erajhna Anderson,

1	and I'm 12 years old. I'm against corporate
2	media consolidation because kids are the future,
3	and that's me. Why do we fight for democracy in
4	other countries, but you will take you will
5	give our democracy away?
6	Thank you.
7	(Applause.)
8	MODERATOR SIGALOS: Steve Anderson.
9	MR. ANDERSON: Yes, those are my kids.
10	(Applause.)
11	I'm not much of a public speaker.
12	This makes me nervous as hell.
13	So I'm a video activist. I thank you
14	for the opportunity to make our voices heard on
15	the public record.
16	As a person interested in history,
17	I've personally witnessed local mainstream media
18	get the story wrong on several occasions on
19	issues I've witnessed or were involved in.
20	Because of the time limit I'm going to skip the
21	long explanation to get my point to get to my
22	point.

1 When corporate media is lazy 2 corrupt by local big business, they record our 3 history wrong. When I heard eight years ago about 4 media consolidation, I knew what it meant, and I 5 became a media activist for the sake of history. I'd been aware of alternate media and 6 7 found it refreshing to hear stories about things that mattered to me, like real in-depth coverage 8 9 of the war by un-imbedded reporter Dahr Jamal and 10 Amy Goodman. 11 Okay, hold on a second. 12 (Laughter.) I've discovered great 13 MR. ANDERSON: 14 independent films about foreign policy, history, and public affairs. When I speak with people in 15 16 my family about these issues, like including media consolidation, they tell me, "But our media 17 is so liberal. They would definitely tell us if 18 19 these were true." When the Supreme Court decided 20 favor of Fox News that the news doesn't have to 21 be truthful, how many times do you think that 22

1	story was told in rural America?
2	You know I volunteer for Indymedia
3	Video Collective Pepper Spray Productions. I
4	don't want to do this. This is something I'm
5	not a media person. I'm a sculptor. I do this
6	to support my friends and my heroes at Pepper
7	Spray and Reclaim the Media and because corporate
8	media does a poor quality job of covering
9	important local news and national stories that
10	matter to me.
11	(Applause.)
12	MODERATOR SIGALOS: Jim Tune.
13	MR. TUNE: Good evening. Thank you
14	for being here for the hearing and to listening
15	to all this tonight.
16	I'm Jim Tune. I'm the president of a
17	little art group called Arts Fund that raises and
18	contributes funds to nonprofit arts organizations
19	in King County and Pierce County ranging from the
20	very small to the very large.
21	We are as a fund raiser dependent on

the good will and the assistance of the media.

But like President Emmert of the University of Washington, I am not expert enough in the issues or in the existing rules or the proposed rules to offer you an opinion on the basis of anything other than rhetoric, and I would choose not to do that.

However, I will give you a brief story. Some years back the Boeing Company moved its headquarters from Seattle to Chicago. The community was extremely apprehensive that this meant that our most important community citizen would withdraw its support. It did not.

A parallel is the sale of King Broadcasting some years back to Belo. King had a long history in Seattle. It was a founder of our group, Arts Fund. It supported it with funds and board representation and community volunteers.

I'm here to say tonight that Belo still does that, that King Broadcasting continues to provide us with corporate support, with leadership on our board, with volunteers who help us raise money, and with people who train our

1	volunteers. So I believe that they are
2	discharging their responsibility to the community
3	in fulfilling community service.
4	And I would add that I agree with the
5	professor from Washington State University that
6	you are the stewards of our media, that the
7	public own the airwaves and that in determining
8	whether to license or re-license you need to look
9	at whether the licensees are discharging their
10	community responsibilities, and I believe that
11	Belo is.
12	Thank you.
13	(Applause.)
14	MODERATOR SIGALOS: Bill Wippel.
15	MR. WIPPEL: My name is Bill Wippel.
16	I'm former news director for Kiro Radio, and I
17	have 58 years' experience in broadcasting.
18	The arguments to further relax media
19	ownership are built on fables, perpetrated by
20	lobbyists or mega media.
21	Fable one: There are twice as many
22	radio stations on air since 1970; therefore,